

# GREAT PLACES II

# Fairfield Iowa



*"Named one of the Nation's 12 Great Places  
You've Never Heard Of"*

*Mother Earth News, 2006*

*"1st Fridays Art Walk"*

*Iowa Tourism Event of the Year, 2005*

*"Iowa Community Entrepreneurship Award"*

*Community Vitality Center, 2004*

*"Named Nation's Most Entrepreneurial City  
Under 10,000 Population"*

*National Association of Small Communities  
Washington DC, 2003*



**CORNERSTONE VALUES:** Harmony and Respect • Economic Strength and Vitality • Education • Preservation of Small Town Life • Cultural Richness, Arts, Recreation • Natural Environment • Beautification • Identity and Reputation

*Celebrate Creative Energy!*

## **Great Places II -- Fairfield, Iowa**

### **Celebrating Creative Energy**

In 2002 the City of Fairfield embarked on a strategic planning process with the assistance of the Institute for Decision Making at University of Northern Iowa. Twenty five members from all quarters of the community representing diversity in age, race, gender and economic status, worked for over a year to complete a 37 page plan. The plan included 5 major goal areas and over one hundred objectives. The responsibility for each of the objectives was spread over 80 different local organizations, all of whom endorsed the plan (see Partners, below). The vision statement set Fairfield's sights on becoming a Great Place well before the program was introduced in 2005.

#### **Our Shared Vision: Fairfield 2012**

**Fairfield in 2012 will be a shining success story in Iowa, featuring a revived and vibrant downtown, a dynamic growing economy, and a leading center for culture and the arts. Fairfield will showcase the unique blending of its rich heritage and small town qualities with the diversity, cultural richness, and economic opportunities of a thriving city.**

**Fairfield ... the best of all worlds.**

#### **Status of Place**

"Increasingly enchanted evenings, Fairfield serves up a wondrously diverse assortment of arts, music, performance and food in what will likely become a must-do pilgrimage for Iowa's cultural explorers...patrons can answer the clarion call to a new Art Mecca".

#### **Art Scene Magazine**

Since the plan was published in May of 2003, all areas of the plan have progressed rapidly. The focus has been on making Fairfield's downtown a statewide center for arts, culture, and entertainment while preserving its stature as one of Iowa's premier central historic squares. Some of the accomplishments include:

- 2003 1<sup>st</sup> Fridays Art Walk begins in October, running continuously every month
- 2003 Iowa Architectural Foundation grant award to study downtown
- 2004 Fairfield Architectural & Redevelopment Commission formed
- 2005 RD&G Associates hired to design downtown streetscape
- 2005 Fairfield receives Cultural District Award from Department Cultural Affairs
- 2006 City Council approves \$695,000 for streetscape and \$295,000 for downtown parking lots
- 2006 Construction begins on \$6 million dollar civic and convention center
- 2006 New airport runway is completed
- 2006 Three new art galleries open on the square

Fairfield is a unique blend of arts, culture, health, education, and entrepreneurship, with agriculture and manufacturing. Mostly, it is known for its creativity and energy in all of these areas. The **Seven Dimensions of a Great Place** illustrate this vitality and creative dynamism beautifully. We note this briefly, using solid bullets ( ● ) to show what we already have, and open bullets ( ○ ) to indicate how the Puzzle Pieces will move us forward to a truly Great Place!

**Dimension 1: A Unique Sense of Place**

- Heritage Trail (diverse local architecture on the NRHP)
- Maharishi University of Management Golden Domes for meditation
- A vibrant downtown of organic and specialty shops
- The Loop Trail, hike and bike trails throughout the community
- An eco village subdivision of homes, completely off the utility grid
- Restoration of the Maasdam Barns, and an Art on the Barns project
- Restoration of the BNSF Passenger Depot at Historic Howard Park

**Dimension 2: Engaging Experiences**

- The monthly 1<sup>st</sup> Friday's Art Walk, Iowa 2005 Tourism Event of the Year
- Summer Live on the Square concerts, featuring Salsa, and Celtic festivals
- Consciousness based education at Maharishi University of Management
- Completion of the new Civic and Convention Center—The Stephen Sondheim Center for the Performing Arts
- Completion of the Maharishi Vedic Observatory as a tourist destination
- Development of a Visitors Center at Abundance Eco-Village

**Dimension 3: A Rich Social Fabric**

- More than 20 dance clubs & studios – from Irish Step Dance, Isadora Duncan, swing, salsa, Indian Kathak, contra, ballroom, ballet, jazz, & tap
- Five performance venues with regular live entertainment – jazz, blues, rock, folk
- A college campus with students from 60 countries
- KRUU community public radio
- Completion of the Jefferson County Trail System

**Dimension 4: A Vital Economy**

- Great business diversity—arts related businesses, biotech, financial services, organic food production, health services.
- Award winning entrepreneurs and entrepreneurial support programs
- Fairfield Economic Development Association Marketing Plan
- Investors Round Table
- Community Philanthropy

**Dimension 5: A Pleasing Environment**

- Abundance Eco Village
- Extensive parks and trails
- Downtown revitalization
- Walkways & Bikeways to interconnect the community

**Dimension 6: A Strong Foundation**

- Civic and Convention Center
- Downtown Streetscape Project
- Redevelopment of New Chicago neighborhood
- New outdoor Sports Complex

**Dimension 7: A Creative Culture**

- 12 ethnic/international restaurants on the downtown square
- Downtown Cultural District and Cultural Alliance
- Buy Fresh-Buy Local and Farmers Market
- Cultural Trust Fund endowment
- KRUU community public radio

## Partners

In addition to the 26 participants on the Strategic Planning Commission, more than 80 organizations participated by providing input and formally committing to the planning outcomes. In addition, numerous additional commissions have been formed in the interim. Both Great Places initiatives resulted in multiple public forums, ad hoc grass roots committees, and participation by a wide range of Fairfield's organizations. A small sampling of these organizations is shown in the available (limited) space below:

- Abundance Eco Village
- Art Life Society
- Beatbox
- Central Valley Bank
- Beautification Commission
- Jobs Committee
- Parks and Rec Department
- Planning and Zoning Commission
- Police Department
- Tree Enhancement Committee
- Elks 1192
- Fairfield Area Chamber of Commerce
- Fairfield Area Community Theater
- Fairfield Art Association
- Fairfield Ballet
- Fairfield Bike Fest
- Fairfield Community Education Association
- Fairfield Community Schools
- Fairfield Concert Association
- Fairfield Dance Company
- Fairfield Economic Development Association
- Fairfield Entrepreneurs Association
- Fairfield Farmers Market
- Fairfield Public Library
- Fairfield Public Access TV
- Fairfield Soccer Assn
- Habitat for Humanity
- Iowa State Bank
- Jefferson County Civic Center Board
- Conservation Board
- Maharishi University of Management
- Trails Council
- Sierra Club
- 8000 Now
- Republican Women

## Community

As is shown in the Puzzle Pieces section, this Great Places Offer fits precisely into the ten year, ***Community Wide Strategic Plan***. Consequently, there is strong governmental support for this offer.

### Resolutions of Support

Importantly, this Great Places Offer enjoys the support of all of Fairfield's government authorities, with current or pending Resolutions of Support:

Mayor of Fairfield

Jefferson County Board of Supervisors

Fairfield City Council

Maharishi Vedic City Council (pending)

### Fairfield – The Can Do Community

A key component of becoming a Great Place is readiness. FAIRFIELD IS READY! The entrepreneurial, can-do spirit is abundantly displayed in completed and on-going projects in Fairfield. A new Recreation and Wellness Center was completed in 2002, a new justice center and jail complex in 2003, an extension to the airport in 2006. In the last year since Great Places 1, Fairfield has received Cultural District designation, organized a Cultural Alliance, formed two new theater companies, begun construction on a \$6 million dollar Civic Center, MUM has begun construction on a new Student Center, Eco-Village began a summer internship program for Sustainable Living in partnership with Grinnell College, a new community radio station has been constructed, and a new Food Fest festival has begun. Fairfield is a vibrant, creative community, with new projects erupting all the time.

## Timelines and Budgets for Fairfield's Great Places Offer

The 'puzzle pieces' of Fairfield's Great Places Offer provide a rich mosaic of projects, spanning economic development to arts and culture, health and recreation, education, tourism, and a caring community. We present them here, organized according to their role in fulfilling the **five goals** of the ***FAIRFIELD 2012 COMMUNITY-WIDE STRATEGIC PLAN***.

These five goals of the Strategic Plan are:

1. To expand Fairfield's dynamic economy.
2. To improve our community's physical assets, beauty, and natural environment.
3. To advance Fairfield's educational opportunities.
4. To cultivate and promote Fairfield's cultural richness and recreational opportunities.
5. To strengthen Fairfield as a caring community.

Each puzzle piece is denoted by a puzzle icon. The description of each puzzle piece includes relevant **Aims** and **Objectives** (developed as part of the strategic plan) related to the overall goal, the **Organization(s)** responsible for implementing the puzzle piece, the **Accomplishments** that have occurred since the ***STRATEGIC PLAN*** was enacted, the specific **Great Places Offer** that will move this goal forward, along with a brief **Narrative** to provide context about why this puzzle piece is important to achieving our vision. With respect to **Costs**, we describe what resources are currently available, and/or have been identified as relevant or potential sources of funding. In most cases, we also note that we look forward to obtaining assistance and expertise from the Great Places Partners in identifying additional methods and sources of funding for achieving our vision and goals. Also note the collaborative nature of how the Fairfield community works, with several organizations frequently listed as having **Lead** and **Secondary** responsibility for accomplishing projects and with public/private partnerships the norm. Typically, these organizations are entirely staffed by volunteers.

The breadth and depth of the strategic planning process is reflected in the quality and commitment to follow through (e.g., as displayed in the accomplishments already achieved) for these puzzle pieces. Given the quantity of projects underway and planned, and limitation on pages in this submission, we have also listed some additional puzzle pieces at the end of this section that are also important to our vision and worthy of consideration when Great Places negotiations occur.

"Fairfield is known nationally for a fearless entrepreneurial spirit. It has been entrepreneurial for as long as it existed"

dsm magazine

### ***GOAL 1: EXPAND FAIRFIELD'S DYNAMIC ECONOMY.***

Fairfield's economy is, and will remain, a fundamental element of the community. The community's ability to sustain and improve its economy will continue to be a determining factor in Fairfield's overall health and prosperity. This goal blends the importance of maintaining the existing economic base and of pursuing new and innovative opportunities, with a strong commitment to revitalizing the downtown area.





## Civic Center

**Aim 1B:** To revitalize our community's downtown as a hub of business, government, and civic activity.

**Objective 1B (1):** To construct a civic center in Fairfield capable of housing events related to arts and culture, business and industry, youth and recreation as an anchor to the downtown area.

**Ownership:** Non profit, 501(c)3

**Description of Organization:** The mission of the Jefferson County Civic Center is to provide a multi-use facility for the performing and visual arts, business and professional events, educational and cultural opportunities, and social and community activities.

**Accomplishments:** This year, the Civic Center team achieved many important milestones:

Founded a professional music theatre company and sent it 'on the road', performing a first run show and Midwest premiere throughout the state to create awareness of the coming facility;

Began construction on the facility;

Hired its first employee, Andy Nelson, Director of Event Services and Marketing;

Opened the Civic Center Gallery, showcasing the work of local artists while also serving as an Information Center about the Civic Center and its activities;

Received the blessing of Stephen Sondheim to name the theater in his honor;

Established a national Artistic Advisory Board of distinguished artists and performers who among them have more than a dozen Tony Awards, 2 Oscars, an Emmy, a Pulitzer Prize, and multiple Grammy Awards.

**Offer:** The Civic Center proposes to substantially improve the facility from 'good' to 'great' by re-incorporating features that had been removed to preserve the budget in the current climate of rapidly rising construction costs. These features include: sustainable building components (\$100,000), commercial kitchen (\$135,000); plaza and public art (\$70,000); visitor center/gift shop (\$50,000); external marquee & signs (\$28,000); theater lighting (\$45,000); civic center offices (\$110,000); classroom partition walls (\$90,000); and first year operating fund (\$300,000).

### **Timeline:**

<b>Dates:</b>	<b>Progress:</b>
May, 2006	Construction begun.
December, 2007	Building completion.
May, 2008	Fundraising complete.

### **Costs:**

TOTAL COST: \$928,000.

GREAT PLACES SUPPORT: \$100,000

STATE GRANT APPLICATION(S)/: ?

ASSISTANCE: Technical assistance identifying state & federal grant opportunities

APPLICANT MATCH: \$828,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Local corporations	\$408,000	Anticipated
Creative Edge, Inc.	\$20,000	Assured
Individuals	\$400,000	Anticipated

**Narrative:** The Great Places initiative will give a significant boost to final stage fund raising efforts, providing not only substantial funding but the incentive and inspiration for local individuals and organizations to match these funds. It will also allow us to stretch from a 'good' Civic Center to a Great one, by reincorporating some very special components. For example, with the Great Places funding, the local corporation, Creative Edge, will contribute artistically created flooring for the lobby and atrium, making a stunning entry to the building. Creative Edge is noted for their work, with installations at Disney, Chicago's O'Hare Airport, and Ottumwa's new RiverView complex.



## **Marketing Plan and Business Incubator/Entrepreneurs Development Center**

**Aim 1A:** To enhance business and job opportunities arising from our existing economic base and through attracting new industry and high tech businesses.

**Objective 1A (1):** To increase the number of jobs in Fairfield.

**Success Indicator/Date:** 1,000 new jobs paying competitive wages by 2012

**Lead Responsibility:** Fairfield Economic Development Association, Chamber of Commerce

**Secondary Responsibility:** City, Fairfield Jobs Committee, Fairfield Entrepreneurs Assn.

**Strategies:** Execute a marketing plan through the directors of the Fairfield Economic Development Association (FEDA) and the Fairfield Area Chamber of Commerce. Conduct a comprehensive business survey to obtain information on opportunities for expansion and elements that may prevent expansion. Create appropriate infrastructure to support entrepreneurial development.

**Ownership:** Public/Private partnership between the City and FEDA.

**Description of Organization:** The Fairfield Economic Development Association is a private corporation governed by a Board of Directors. The mission of the Fairfield Economic Development Association is to improve the economic climate in Fairfield.

### **Accomplishments:**

<b>Dates</b>	<b>Progress</b>	<b>Costs</b>
2004	R.E.D.I. Loan for Cambridge Investment Research Group -175 new jobs	125,000
2005	Conducted marketing study with University of Northern Iowa Institute for Decision Making	11,000
2005	R.E.D.I. Loan for Creative Edge 10 new jobs	50,000
2005	R.E.D.I. Loan for Flex Kits, L.L.C.- 25 new jobs	125,000
2005	R.E.D.I. Loan for Genetic ID-25 new jobs	85,000
	<b>TOTAL COSTS TO DATE</b>	<b>\$521,000</b>

### **Great Places Offers:**

- (1) Complete a comprehensive marketing plan for the City of Fairfield, based on a comprehensive survey of the community's businesses.
- (2) Construct a building for use as a business incubator/entrepreneur development center.

TOTAL COST: \$475,000

**GREAT PLACES SUPPORT:**

Financial: \$0 for Offer 1, \$50,000 for Offer 2

Technical: Assistance with (1) marketing plan, and (2) identifying state & federal grant opportunities.

**STATE GRANT APPLICATION(S):**

APPLICANT MATCH: \$225,000

**ESTIMATED COST TO COMPLETE PROJECT:**

Project/Match Source	Amount	*Assured or Anticipated	Estimated Cost left
Marketing Plan	\$200,000	Assured (completed)	0
Business Incubator Building	\$275,000	39,000 (land acquired)	236,000
		<b>To Complete Project</b>	<b>\$236,000</b>



**Fairfield Investors Roundtable**

**Objective 1A (2): To increase the number of jobs in Fairfield.**

**Ownership:** Informal local network of potential investors.

**Description of Organization:** The organization was founded in 2006. It meets about once a month for lunch to hear presentations made by local ventures seeking capital. To date, more than a dozen presentations have been made, with the results of several hundred thousand dollars in new capital raised. The focus of this effort is on ‘economic gardening’—growing existing, local organizations and assisting new ventures. A 4-part approach will be used:

1. Fairfield Investors RoundTable. A local investor network that will finance opportunities based in the region. Such opportunities may include business focused in the area as well as business with a more national market reach. Included in its activities are investor education, and building a referral network for investment opportunities
2. Establishment of an Entrepreneurial Development Corporation (EDC)
3. Establishment of a Community Venture Fund (CVF)
4. Establishment of Economic Gardening Corporation

**Accomplishments:**

- Organization formed.
- Dozen ventures presented.
- Several hundred thousand in local investments raised.
- Plan developed for EDC and CVF.

**Great Places Offer:** We plan to establish and Entrepreneurial Development Corporation (EDC), Community Venture Fund (CVF), and an Economic Gardening Corporation to further the development of a nurturing environment for entrepreneurs and existing businesses.

TOTAL COST: \$250,000

GREAT PLACES SUPPORT: Financial: \$0 Technical: Assistance identifying grant opportunities, tax credits, etc.

STATE GRANT APPLICATIONS: \$10,000 (+ others?)

APPLICANT MATCH: \$240,000



Match Source	Amount (\$)	*Assured or Anticipated (\$)
Local investors	\$150,000	Anticipated
Federal & private grants	\$90,000	Anticipated

### **Timeline:**

<b><u>Dates:</u></b>	<b><u>Progress:</u></b>
May 2006	Inaugural meeting of the Investor RoundTable
October-Nov 2006	Secure 1 <sup>st</sup> phase funding for the EDC
Nov-Dec 2006	Initiate staffing and location for EDC, remaining funding
Jan 2007	Start EDC operations
Jul 2007	Initiate creation of the CVF and fundraising
Jul 2007	Obtain funding & start operations of Economic Gardening
Jan 2008	Start date for availability of CVF investment
Jul 2008	EDC focus expands to attracting entrepreneurs to the area

“Fairfield hosts an Eco-Fair every year, and has the most homes with solar energy or other green building features in Iowa. The county has the most acres of organic cultivation in the state. It also has earned praise for its entrepreneurial spirit — many small businesses thrive there.”

-- Art Scene Magazine

### ***GOAL 2: TO IMPROVE OUR COMMUNITY'S PHYSICAL ASSETS, BEAUTY, AND NATURAL ENVIRONMENT***

Fairfield's ability to convey a sense of beauty, appreciation for the natural environment, and plans to manage growth, shapes the quality of life of current and future residents, as well as the external impressions made upon visitors. This goal challenges Fairfield to be proactive in establishing plans and guidelines for the growth of the community's infrastructure, to enhance the beauty and physical attractiveness of the community, and to embrace and promote the practice of sustainable living.



### **Redevelop Downtown Streetscape**

**Objective 2A (2)** To implement consistent, charming and historically respectful architectural and design standards in Fairfield's business district.

**Strategies:** Hire professional urban design architects to create a master plan for downtown re-development.

**Ownership:** Fairfield, City Owned

### **Accomplishments:**

City won grant from Iowa Architect Foundation for initial study of downtown.  
Downtown Revitalization task force was formed 2004 with the Chamber of Commerce – the Fairfield Architectural and Redevelopment Commission (F.A.R.C.)  
F.A.R.C. hires consultants RDG & Associates of Des Moines  
RDG presents designs to F.A.R.C. and City Council  
City Council Approves designs and sells G.O. bonds to develop streetscape in downtown.

**Great Places Offer:** This project involves extensive redesign of downtown, including adding crosswalk and corner nodes for pedestrians, antique surfacing, period lighting, central park sidewalks, development of the Art Alley, and restoration of the BNSF passenger depot.

**Timeline:**

Dates	Progress
Fall, 2006	Engineer contracted.
Spring, 2007	Construction bid letting.
Summer, 2007	Construction begins.

**Costs:**

TOTAL COST: \$1,174,700  
GREAT PLACES SUPPORT: \$150,000  
GRANT APPLICATION(S): \$329,000  
APPLICANT MATCH: \$695,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
City of Fairfield	\$695,000	Assured (City Council resolution)

**Narrative:** Along with the construction of the Civic Center, this project is the cornerstone of downtown revitalization. It has the strong support of the City.



## **Restoration of the Maasdam Barns**

**Objective 2B (2): To work with Jefferson County in preserving historical Maasdam's Barns.**

**Success Indicator/Date:** The plan is developed by Maasdam Barn Preservation Committee (MBPC)

**Lead Responsibility:** City of Fairfield, City Council, Jefferson County

**Secondary Responsibility:** Jefferson County Trails Council and Jefferson County Conservation Board.

**Strategies:** To restore three barns on the historic Maasdam property, where a world champion draught horse was sired, will be a showcase for pre-industrial revolution agriculture, when the "horse was king" and was responsible for all heavy work done of the farm. The Farmstead will also showcase the achievements of the Loudon and Turney companies, the largest manufacturers in Fairfield in that era. The Farmstead will also be an entry point into Fairfield and Jefferson Co. and a Welcome/Education area or center is planned.

**Ownership:** City of Fairfield and/or Jefferson County

**Description of Organization:** Maasdam Barns Preservation Committee (MBPC)

MBPC is composed entirely of citizen volunteers, dedicated to restoring 3 barns on Historic Farmstead, on southern edge of Fairfield.

**Accomplishments:**

Complete restoration of one of the 3 historic barns,  
 Complete cleaning and partial restoration work on a 2<sup>nd</sup> barn,  
 Cleaning and roof work on the 3<sup>rd</sup>.  
 Development of a master plan, recipient of State Historic Preservation Office (SHPO).

**Great Places Offer:** Complete restoration of the 2<sup>nd</sup> and 3<sup>rd</sup> barns, and do the first phase of installing a Visitor's Center.

**Timeline:**

<b>Dates</b>	<b>Progress</b>
2007	Complete restoration of 2 <sup>nd</sup> and 3 <sup>rd</sup> barns.
2008	Complete phase 1 of Visitor Center to coincide with opening of Highway 34 bypass.

**Costs:**

TOTAL COST: \$350,000  
 GREAT PLACES SUPPORT:  
     Financial: \$35,000  
     Technical: Assistance identifying state & federal grant opportunities  
 STATE GRANT APPLICATION(S): \$40,000  
 APPLICANT MATCH:

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Federal grants	\$200,000	Anticipated
Local support	\$75,000	Anticipated

**Narrative:** The history of the Maasdam Barns is informative about pre-industrial and early industrial farming, as well as a testament to our community's national recognition as a source of draft horses. Importantly, the location of these historic barns is on the soon to be opened bypass and new main entrance to Fairfield—an ideal location for a Visitor's Center to attract people to stop in our community.



## **Implement Bikeway/Walkway Plan for the Community**

**Aim 2B:** To plan and build carefully designed public infrastructure improvements.

**Objective 2B (1):** To design a plan that connects Fairfield's neighborhoods, schools, parks, and recreational facilities through bicycle routes, trails, and walking paths, and that ties into the Jefferson County Trails system

**Success Indicator/Date:** The plan is developed by 2004

**Lead Responsibility:** City of Fairfield – Planning Administrator and City Council, and Jefferson County Trails Council

**Strategies:** Identify arterial streets for bike lanes and pedestrian and bike paths. Implement the plan in coordination with city street reconstruction.

**Ownership:** City of Fairfield

**Description of Organization:** The City Council of Fairfield is motivated to increase the health, safety, and well-being of its citizens via a comprehensive master plan which addresses appropriate measures for increased walkability, cycling, and connectivity to important areas of recreation.

**Accomplishments:**

Dates:	Progress:
2005	U of I grad students develop comprehensive Bikeway/Walkway Plan for City of Fairfield.
2005	An Advisory Board was established and met with team 3 times over a 6 month period.
2005	Articles were published in local papers & a website was created.
2005	A meeting was held for the public to review and comment on the plan
2005	The City Council endorsed the entire plan.

**Great Places Offer:** Begin implementation of a 5 year plan to build sidewalks, create bike lanes, and pedestrian paths to connect the parks, schools, neighborhoods, and bike trails throughout the city.

**Timeline:**

Dates	Progress
2007	Implement Phase 1 of walkway plan.
2008-11	Implement Phases 2 – 5 of the Walkway/Bikeway Plan.

**Costs:**

TOTAL COST: \$385,000  
 GREAT PLACES SUPPORT:  
     Financial: \$10,000 (for signage)  
     Technical: Assistance identifying state & federal grant opportunities  
 STATE GRANT APPLICATION(S):  
 APPLICANT MATCH: \$375,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Federal grant (2006)	\$105,000	Anticipated
Future Federal grants	\$270,000	Anticipated

**Narrative:** This puzzle piece of public infrastructure is vital—it interconnects all major components of our community—the schools, neighborhoods, parks, Civic Center, and outlying nature trails with safe walkways and bikeways. This component adds to the health and well-being of our citizens, while dramatically enhancing the attractiveness of our community to guests and tourists.

“Your image of southeast Iowa probably doesn’t include the world’s premier ayurvedic health spa, more restaurants per capita than San Francisco or 25 art galleries on the downtown square, but these are just some of the many features of Fairfield, a surprisingly sustainable and cosmopolitan town.”

**Mother Earth News**

**GOAL 3: TO ADVANCE FAIRFIELD'S EDUCATIONAL OPPORTUNITIES**

Education and learning within a community signal growth and vitality. This goal reflects Fairfield's ongoing commitment to educate all residents and to provide opportunities for personal development and lifelong learning. Education will influence many components of the plan, from skill development within the workforce and cultural education within K-12 school, to educational programs for senior residents.

**KRUU Radio Station**

**Aim 3C: To provide more opportunities for lifelong learning.**

**Objective 3C (1): Provide opportunities to support families and youth, and to strengthen community connectedness.**

**Ownership:** KRUU is a non-commercial, non-profit radio station

**Strategies:** Work with local schools to develop opportunities for youth to participate in multi-media events. Develop youth training/mentor program (technical, on-air, administrative), youth programmers, family- and youth-oriented programming.

**Description of Organization:** KRUU is a non-commercial, non-profit, community-supported low power radio station with a strong emphasis on locally created and produced programming. The mission of KRUU is to give Fairfield a voice and strengthen the community by encouraging creativity, dialogue and community involvement. KRUU is an open, inclusive, diverse forum for music, information, news and entertainment.

**Accomplishments:**

<b>Dates:</b>	<b>Progress:</b>	<b>Costs</b>
<b>2006</b>	Purchased building & equipment; Awarded FCC construction permit	75,000
<b>2006</b>	Erected radio tower, renovated building, Recruited advisory board & volunteers (100+), raised initial funds.	\$25,000

**Great Places Offer:** Create a modest start-up fund for programming & staff.

**Timeline:** Secure and implement by Winter, 2006.

**Costs:**

TOTAL COST: \$25,000  
GREAT PLACES SUPPORT:  
    Financial: \$5,000  
    Technical: Assistance identifying state & federal grant opportunities  
STATE GRANT APPLICATION(S):  
APPLICANT MATCH: \$20,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Local contributions	\$5,000	Anticipated
Fed, state, private grants	\$15,000	Anticipated

**Narrative:** This new project, already underway, is a vital resource for our youth.



## Create an Information Kiosk and Sustainable Learning Center

**Objective 2C (1): To become a leader in providing information about, and in promoting, environmentally sound (sustainable living) practices**

**Lead Responsibility:** Abundance Eco-village, Sustainable Living Coalition

**Secondary Responsibility:** Maharishi University of Management Permaculture Club, Maharishi University of Management Eco-Fair Board, Buy Fresh Buy Local, Fairfield Area Chamber of Commerce, and Jefferson County Extension Service, Leopold Group (Sierra Club), Fairfield Convention and Visitors Bureau, Trails Council.

**Strategies:** Create a regular schedule of trade shows, hands-on seminars, educational programs, public presentations and publications in local media. Provide a mechanism both for coordinating local efforts and promoting Fairfield's sustainable community in a wider geographical area.

**Ownership:** 501C3 Non-Profit

**Description of Organization:** Residential subdivision whose electricity is 100% solar and wind powered, water is supplied by harvesting rainwater, homes are designed to high levels of comfort and efficiency, edible and useful plants fill the landscape, and a living machine/constructed wetland processes sewage. We provide educational programs, and occasionally host concerts.

**Accomplishments:**

Dates:	Progress:	Costs
2005	Approximately 1000 people visited last year including Governor Vilsack and his family.	N/A
2003-2006	New Construction in Abundance Eco-village	\$700,000

**Great Places Offer:**

Sustainability Project	Amount (\$)
Improve the entrance and parking areas	50,000
To build a world center for learning about sustainability	1,000,000
To build a visitors center/kiosk, self guided tour, and interpretive displays.	40,000
<b>Totals</b>	1,090,000

**Timeline:**

Dates	Progress
Summer, 2007	Parking areas improved.
Summer, 2007	Kiosk installed.
Fall, 2007	Learning Center designed.

**Costs:**

TOTAL COST: \$1,090,000

GREAT PLACES SUPPORT:

Financial: \$80,000 (for parking area and information kiosk/visitor's center)

Technical: Assistance identifying state & federal grant opportunities

STATE GRANT APPLICATION(S):

APPLICANT MATCH: \$305,000



Match Source	Amount (\$)	*Assured or Anticipated (\$)
Private donations (kiosk)	\$5,000	Assured
Private donations (Center)	\$300,000	Anticipated
Grants (Fed, private, state)	\$785,000	Anticipated

**Narrative:** The community of Fairfield is strongly committed to sustainable building and agriculture practices. While this is a private non-profit group, the educational value of their plan would be an excellent resource for our community and for the state as a whole.



## **Educational Kiosks for Civic Center & Visitors Centers**

**Aim 3C: To provide more opportunities for lifelong learning, and to inform visitors about area resources.**

**Lead Responsibility:** MUM, Fairfield Cultural Alliance

**Secondary Responsibility:** City of Fairfield, CVB, Eco-Village, Vedic City, Civic Center, Maasdam Barns, Fairfield Public Schools

**Strategy:** Provide museum quality, educational kiosks to educate our community and to attract cultural and knowledge-based tourism. Our community provides a diversity of learning opportunities—in history, sustainable living, arts and culture, musical theater, and consciousness-based education, among others. The goal of this project is to provide a forum to leverage and share local expertise.

**Ownership:** City of Fairfield

**Great Places Offer:** Acquire 8 multi-media, re-programmable computer kiosks (modeled after Des Moines' Hall of Pride exhibit) to provide rich and informative participant experiences in key destinations around the community: Maasdam Barns Visitor Center (1—local agricultural history; community overview); MUM Welcome Center (1-consciousness-based education); Vedic City/Observatory (1—vedic astronomy; overview of Vedic City); Civic Center (5—Parsons College museum; musical theatre museum; Fairfield Hall of Fame; Fairfield Carnegie Museum; Fairfield Visitor Center/Overview) and 1 video projection system (Civic Center).

### **Timeline:**

Dates	Progress
Fall, 2006	Develop programming plans and research alternative technologies.
Winter, 2006	Acquire funding & organize community resources.
Summer, 2007	Develop initial programs for each kiosk.

### **Costs:**

TOTAL COST: \$150,000

GREAT PLACES SUPPORT:

Financial: \$0

Technical: Assistance identifying state & federal grant opportunities

STATE GRANT APPLICATION(S):

APPLICANT MATCH: \$150,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Federal, state, & private grants	\$100,000	Anticipated
Local contributions	\$50,000	Anticipated

“With more than 60 cultures represented in its student and permanent populations and an eclectic collection of businesses to serve them, the Southeast Iowa town of 10,000 is Iowa’s most culturally diverse small city.

dsm Magazine, August/September/October 2006

**GOAL 4: TO CULTIVATE AND PROMOTE FAIRFIELD’S CULTURAL RICHNESS AND RECREATIONAL OPPORTUNITIES**

The residents of Fairfield, like those of other communities, desire an enjoyable, interesting and entertaining place to live. Visitors also seek new and inviting experiences that differ from those of their own communities. This goal seeks to raise the level of Fairfield’s recreational opportunities and to capitalize on its many cultural assets. Developing and promoting these assets will not only require open minds and great vision, but also widespread participation and new financial investment.



**Jefferson County Trails System**

**Objective 3B (2):** To create an integrated trails system throughout Fairfield and Jefferson County

**Success Indicator/Date:** Three trails completed by 2007

**Lead Responsibility:** Jefferson County Trails Council and City of Fairfield

**Strategies:** Create a Recreational Trail, utilizing wetlands, woodlands, prairie, watersheds, a state preserve, and city parks. Create a Heritage Trail to educate and celebrate the history of both city and county, featuring Fairfield’s finest architecture, National Historic Registry buildings, and the Loudon Machinery Company’s innovative role in the evolution of farming. Create Water Trail to take advantage of the existing bodies of water within the county: the Cedar Creek, Skunk River and the three city reservoirs.

**Ownership:** City of Fairfield/ Jefferson County

**Description of Organization:** The Trails Council is comprised entirely of citizen volunteers and has been in existence for 8 years. The organization is dedicated to the development of trails throughout city and county, providing a network of walkways/bikeways within the city of Fairfield, and integrating public art into the trail system. All trails promote health, well-being, connectivity, and a sense of community. In addition to well known Recreational Trails, a Heritage Trail and Water Trail have also been created, as well as a comprehensive web site ([www.jeffersoncountytrails.org](http://www.jeffersoncountytrails.org))

**Accomplishments:**

Dates:	Progress:	Cost:
2004	Built BNSF bridge + NEA grant/artwork	400,000
2004	Built 1 new mile of trail	50,000
2004	Built new Chautauqua Park bridge	40,000
2005	Built 3 new smaller bridges, south of Hwy 34 to connect existing Loop Trail to Lamson Woods	75,000

2003 & 2005	Awarded NEA grants	15,000
2003, 2004, 2005	Develop Heritage and Water Trails	5,000
2005, 2006	Hold National Trails Day Community event	500
2006	New trail segment built as new, north entry point into Jeff Co Park trail system	87,000
2005-2006	Bikeway/Walkway Plan has been created for City of Fairfield	30,000
		<b>\$702,500</b>

**Great Places Offer:** Complete Fairfield's Loop Trail project, encircling the City.

**Timeline:**

Dates	Progress
Fall, 2006	Build 3 new bridges.
Summer, 2007	DOT begins construction on 5.5 miles of Loop Trail.
Summer, 2008	Complete Loop Trail and bridges.

**Costs:**

TOTAL COST: \$2,130,000  
 GREAT PLACES SUPPORT:  
     Financial: \$50,000  
     Technical: Assistance identifying state & federal grant opportunities  
 STATE GRANT APPLICATION(S): \$265,000  
 APPLICANT MATCH: \$1,815,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Local support	\$154,000	Anticipated
Federal support	\$1,661,000	Anticipated

**Narrative:** The Trail System is one of Fairfield's premiere resources and attractions.



## Vedic Observatory

**Objective 3A(3): To create and improve upon a tourism destination in the City of Maharishi Vedic City- at the Vedic Observatory.**

**Success Indicator/Date:** Acquisition of the Vedic Observatory from a private developer.

**Lead Responsibility:** City of Maharishi Vedic City

**Secondary Responsibility:** Friends of the Vedic Observatory

**Strategies:** The Mayor's office and City Council promote the Vedic observatory as a tourist site and continue to improve the site and surrounding acreage. The City has just completed this summer the second annual City festival, which promotes the observatory, the architecture in the City.

**Ownership:** Maharishi Vedic City

**Description of Organization:** Led by the City Council and the Friends of the Vedic Observatory, regular events are held to educate people interested in the movement of the stars and the sun in the sky. The facility is available throughout the week for both organized tours and impromptu visitors. Many participants of the tours of the City find this site especially valuable and interesting.

**Accomplishments:**

<b><u>Dates:</u></b>	<b><u>Progress:</u></b>
1996-2002	Research, design, and build a full-scale Vedic observatory, which includes ten sundials on a 5.05 acre site.
1998- 2004	Hosted tours at the Vedic Observatory-informal
10/2004	Joined Eastern Iowa Tourism Association
11/2004	Vedic Observatory donated to the City- November 2004
2005-2006	Improvements and maintenance of landscaping

**Great Places Offer: Improve the site to make it into a tourist destination.**

**Costs:**

TOTAL COST: \$78,000

GREAT PLACES SUPPORT:

Financial: \$73,000

Technical: Assistance identifying state & federal grant opportunities

STATE GRANT APPLICATION(S):

APPLICANT MATCH: \$5,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)	Estimated Cost To complete Project(s)
Donated Vedic Observatory and acreage	734,500	734,500	0
Site improvement & upgrade of plaza	78,000	5,000	73,000
Total Costs	812,500	739,500	<b>\$73,000</b>

**1<sup>st</sup> Friday Art Walk**

**Objective 4A (2): To expand and promote “1st Friday Art Walks”**

**Success Indicator/Date:** 1500 attendees in 2003, increasing yearly thereafter; 100 artists represented per quarter; 10% increase in sales of artwork per month

**Lead Responsibility:** 1<sup>st</sup> Fridays Art Walk

**Secondary Responsibility:** Convention and Visitors Bureau

**Ownership:** 1<sup>st</sup> Fridays Art Walk of Fairfield, Iowa, Inc. is a 501(c)(3) non profit organization.

**Description of Organization:** Administration of 1<sup>st</sup> Fridays Art Walk is by a 12 member, volunteer board of directors, including one fulltime volunteer member.

**Accomplishments**

<b>Date</b>	<b>Progress</b>
Aug, 2003	Event initiated as 1 time event.
Sep, 2003	Event began as ongoing, monthly series by a single volunteer.
May 2004	Administration transferred to a 12 member, volunteer board of directors
May 2004	Event developed and grown to include established diverse monthly themes, celebrating all art forms and input from greater Fairfield community.
2005	Received Award as Iowa’s “Tourism Event of the Year”

**Great Places Offer:** Provide support to sustain this remarkable event by providing marketing, programming, and fund raising expertise and resources.

**Timeline:**

Dates	Progress
Fall, 2006	Identify sources of state, federal, & private foundation support.
Winter, 2006	Develop and implement new business plan to ensure sustainability of event & organization.

**Costs:**

TOTAL COST: \$100,000 annually

GREAT PLACES SUPPORT:

Financial: ?

Technical: Marketing expertise, assistance identifying state & federal grant opportunities for programming, marketing, and administration.

STATE GRANT APPLICATION(S): ?

APPLICANT MATCH: \$100,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Local contributions	\$80,000	Anticipated
State, Federal & private grants	\$20,000	Anticipated

**Narrative:** 1st Friday Art Walk is Fairfield's signature cultural event. Finding ways to financially sustain this important community and regional resource is vital to Fairfield community and to the regional arts community.

***Goal 5: To Strengthen Fairfield as a Caring Community***

Fairfield cherishes the warmth and neighborliness shown and experienced within the community. Residents enjoy safety and look for opportunities to help others in need. This goal seeks to preserve and enhance residents' well-being and the community's capacity and strategies for identifying and assisting individuals and groups in need.



**Community Philanthropy**

**Lead Organization:** Fairfield Cultural Alliance (FCA)

**Secondary Responsibility:** Jefferson County Foundation, City of Fairfield, Civic Center, Hospital Foundation, School Foundation, Dharma Foundation, Trails Council

**Ownership:** Non profit

**Description of Organization:** The FCA is the alliance of Fairfield's cultural organizations.

**Accomplishments:** The newly formed Fairfield Cultural Alliance has in 2006 established an ongoing series of Town Forums on Community Philanthropy with professional speakers, and established a Cultural Fund to fund "programming and people"--cultural events and nonprofit operational costs. Both of these cost categories are missing from area funding sources, and thus represent an important void to fill. The FCA is also sponsoring a workshop by the Department of Cultural Affairs on grant writing, and developed the winning Cultural District application.

**Great Places Offer:** Endow the Cultural Trust Fund.

**Timeline:**

<b>Dates</b>	<b>Progress</b>
May, 2006	Established the Cultural Trust Fund within the Jefferson County Foundation.
Winter, 2006	Identify & apply to potential grant opportunities for matching funds.
Spring, 2007	Initiate local fund raising activities to endow the fund.
Spring, 2007	Continue the Community Philanthropy speaking series to support local charitable efforts

**Costs:**

TOTAL COST: \$200,000

GREAT PLACES SUPPORT:

Financial: \$25,000

Technical: Assistance identifying state &amp; federal grant opportunities

STATE GRANT APPLICATION(S): ?

APPLICANT MATCH: \$175,000

Match Source	Amount (\$)	*Assured or Anticipated (\$)
Local contributions	\$100,000	Anticipated
Fed, state, & private grants	\$75,000	Anticipated

**Narrative:** Jefferson County (Fairfield) is the number 1 ranked county in the State of Iowa for charitable giving, as a percentage of income on a per capita basis (Community Vitality Center), and as recently as 2002, was ranked 2<sup>nd</sup> in the nation for charitable giving. This effort is directed towards building on this considerable strength by endowing a fund that can support ongoing educational efforts (Town Hall Forum series on Community Philanthropy), as well as cultural programming and operational support to the large array of community nonprofits.

**Additional and Important Puzzle Pieces**

(Reduced description due to space limitations)

<b>Project Name</b>	<b>Project Total</b>	<b>GP Support</b>	<b>State Support</b>	<b>Local Match</b>
Art on the Barns	\$112,000	\$50,000		\$62,000
New Chicago depot	\$85,000	\$10,000		\$75,000
Outdoor Sports Complex	\$1,000,000	Tech	Assistance	\$1,000,000
Visitors Guide	\$5,900	\$4,900		\$1,000
Welcome Newcomers	\$12,180		\$2,000	\$10,180

“Your image of southeast Iowa probably doesn’t include the world’s premier ayurvedic health spa, more restaurants per capita than San Francisco or 25 art galleries on the downtown square, but these are just some of the many features of Fairfield, a surprisingly sustainable and cosmopolitan town.”

**Mother Earth News, July 2006**



